



Alameda Theater Restoration Project

ALAMEDA

The Alameda complex was completed in 1949 as a Mexican-American entertainment venue.

For the next thirty years, the Theater featured major artists from throughout the United States, Spain, Mexico, and other Latin American countries.

The property was sold twice prior to the City acquiring it in 1994.

The theater is located in the City's Zona Cultural, an area designated by the Texas Commission of the Arts in 2015 as a Cultural Arts District.



The Alameda Theater



Alameda Theater Today







DECAL HOLDERS ALLOWED
COMMERCIAL
LOADING ZONE
30 MINUTE
LIMIT
TOW-AWAY ZONE
COMMERCIAL
VEHICLES ONLY





Concept

- ≈ The historic Alameda Theater will be restored and reopened as a performing arts facility.
 - ≈ New Alameda creates a thrust stage into audience (reduced seat count to 1,000-1,500)
 - ≈ Audience is reorganized into tiers that can hold theater seats or event tables and chairs
 - ≈ Diverse Latino focused programming
- ≈ TPR will relocate their headquarters to the newly constructed backstage area
 - ≈ Office Space (43 jobs up to 87)
 - ≈ Ground floor production studio that is activated by studios with windows
 - ≈ 160 seat black box theater
- ≈ A new 501 (C) 3 would be created to operate and program the Alameda Theater

Latino-focused Programming

Must be Diverse and Appeal to Many Age Groups

≈ Types of programming

- ≈ Arts Education
- ≈ Symposiums
- ≈ Performing Arts (music, theater, dance)
- ≈ Film Festivals
- ≈ Private events

≈ Collaborative programming

- ≈ NALAC
- ≈ Guadalupe Cultural Arts Center
- ≈ Arts San Antonio
- ≈ Instituto de Mexico
- ≈ TPR
- ≈ Centro De Artes

*Additional community dialogue is necessary before finalizing a programming plan.

TPR

≈ **Tenant of the Alameda Theater**

- ≈ Occupy approximately 35k sq ft of the 80k sq ft facility

≈ **Enhance local programming and community engagement**

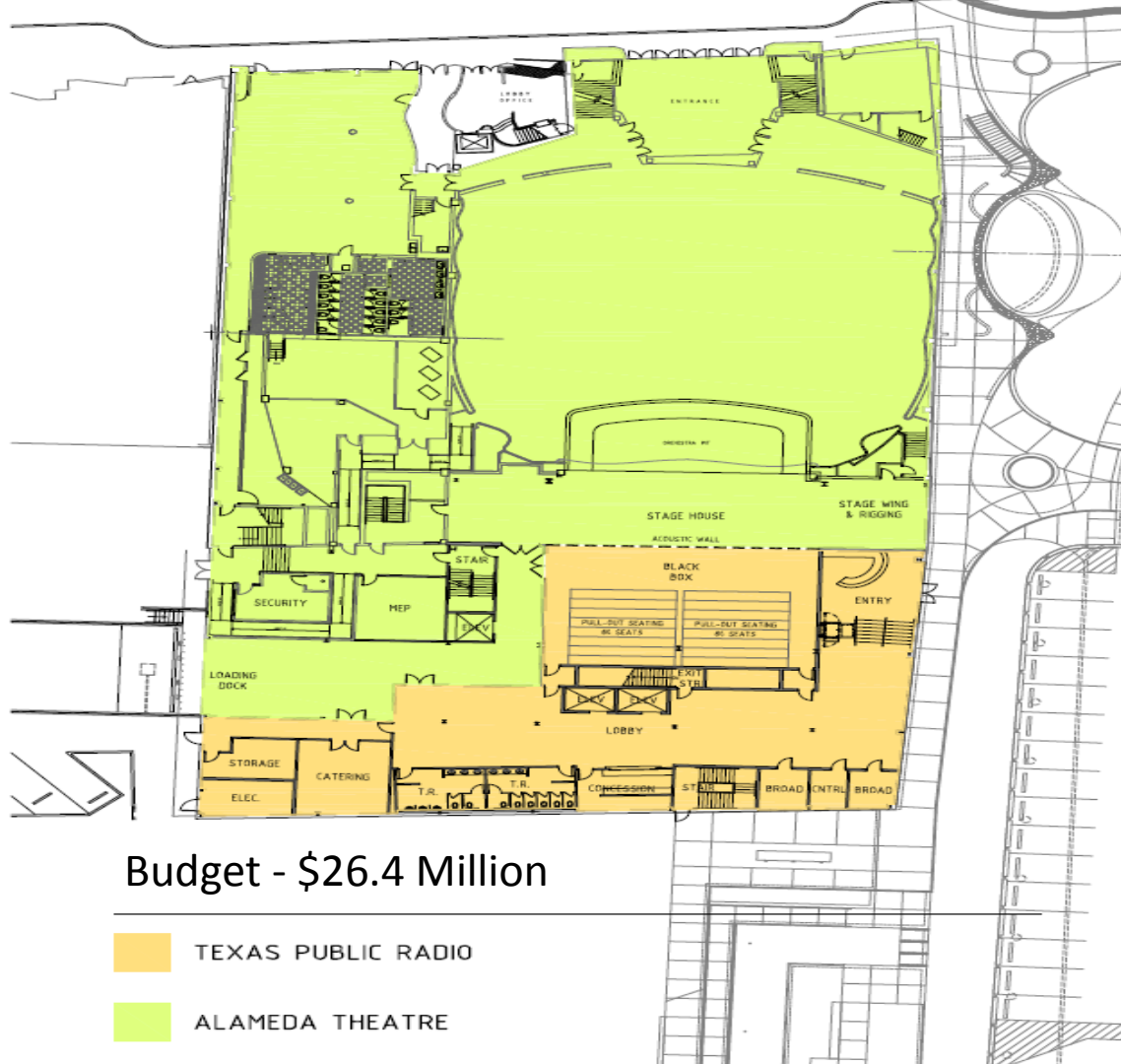
- ≈ Town Hall Meetings
- ≈ Panel discussions and lectures by notables and experts
- ≈ Morning coffee sessions with local leaders
- ≈ Supporter and donor dinners
- ≈ Volunteer appreciation events and family-friendly events

≈ **Expand current on-air and on-line news & information**

- ≈ Worth Repeating and Think series
- ≈ Dare to Listen events

Why Now?

- ≈ Focused mission with a unified vision
- ≈ Capital funding
- ≈ Leadership (Public and Private)
- ≈ Partnership with TPR
- ≈ Tobin Center has been in operation since 2014



Recordando El Teatro Alameda - Remembering



Volunteers Wanted

≈ Your Time!

≈ Your Input on...

≈ Programming / performances

≈ Education for youth

≈ Marketing





ALAMEDA

AN AMERICAN STORY.